



**FIRST STEP TO WELLNESS**

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# Hello! I'm Charmaine!



Hi My name is Charmaine and I am from sunny Long Beach California. I got Bachelor's degrees in Marketing and Ecommerce in 2010. However, I felt the need to go back to school to have a understanding of the design aspect of marketing which I grew greater interest more than the business side. I have always been interested in new media, and how it progress over time, that's why this program really got me interested.

My design aesthetics are modern, clean, flat, and oddly colorful. I love making people smile through my designs, I know there are lots of artists that aims to work in different realm, however if I can make one sad person in the world happy through my designs, I think I did my job.

Fun facts about me, I like to listen to Motown music when I do my work, and I like to think I am the missing member of Boys II Men or the key to getting Destiny's child back together again. Well, a girl can dream right? I love meeting new people so feel free to say Hello! I don't bite!

## “Business in the front, party in the back”

**CURRICULUM VITAE**

**PORTFOLIO**





## **Thesis Abstract:**

Sparky is a dynamic combination of a lightweight wearable tracker that attaches to your canine existing collar. It is design to be worn at all times, even while swimming. You connect your tracker using a web base application to track canine's activities and wellbeing. The tracker is use to check progress, such as food and water intake, activities, rest and location of your canines. Base on the owners log ins, the intuitive analytics can help canine owners make appropriate decision that will lead to a proactive growth in the long run. You can also make sharing easy with the app; you can promote your canine's health progress through your favorite social media sites, organize a play date with other users, and keep your vet Doctors in the know with the progress of your canines. Canine lovers will rejoice to the amazing functionality of the application that will help keep the relationship of pet owners and pets unified in positive growth.



## Statement of Interest

I wanted to create something that reflects who I am, and what I am passionate about. I am proud owner of a potbelly pig, he was given to our family as an accident, but we have grown to love him as a big part of the family. The vet told us that my pig is similar to other canines. So we base of his activities, diet and discipline to canines. Pigs are naturally smarter than canines, that's is why our pig out smart all the dogs in the dog park. He likes to run with the other dogs even if he is the last one, swim in the pool, and even play tricks. Being away with my pet is hard. It is a challenging task to make sure he eats on time, get plenty of water, and exercise. For my thesis I decided to devote all my efforts and knowledge in creating a web base app that will help pet owners track the progress of their pets anytime, anywhere.

PetTracker is a combination of a lightweight wearable tracker and web platform that will help keep track of your pet's activities. The collar band is made out of high quality, flexible, and waterproof material that moves with your canine. It comes in different sizes depending on the size of your canine. The clip on the tag will serves as your canine tracker. Base on the accelerometer that is attached through the tag, it will track the movements, heart rate, and whereabouts of your canine. For canine owners, the app based software will help them track down the activities of their canines efficiently. On the app you can create a profile for your dog. You will need name, birthday, weight, and other personal info you would want to share. On the activity side of the app, it will ask you to track down activities that your canine does. It will be narrowed down to food and water intake, walking, and play times. On the personal side, you can add your Vet information, and you can set a reminder for your canine next appointment. It also has a social side to the app where you can share photos, plan a play date with other PetTracker users, and promote the progress of your lovable canines.

We devote our time and efforts in giving the best care we can give to our pets. Why not make it fun, effective, and intuitive. I aim to help pet owners to be proactive in taking charge of the canine wellbeing.

**Influence:**

# Randy Savage

“I am the Macho man!”

Mumblecore normcore Echo Park semiotics kogi VHS. Ethnic keffiyeh squid skate-board, normcore vegan chambray Marfa organic PBR&B art party sriracha whatever quinoa. Disrupt Austin slow-carb, leggings cray selfies McSweeney’s irony tattooed master cleanse 90’s lo-fi. Post-ironic Blue Bottle Neutra fingerstache brunch, authentic VHS Brooklyn kogi swag synth. Marfa blog normcore butcher Schlitz twee selvage cred dreamcatcher lo-fi. Aesthetic vegan Wes Anderson +1 quinoa yr. Single-origin coffee iPhone raw denim, kogi Pinterest tousled gastropub master cleanse fashion axe flexitarian Cosby sweater Tumblr PBR.





“Cream of the crop”

# What is Sparky?

# Sparky

is a dynamic combination of a lightweight wearable tracker that attaches to your canine existing collar. It is designed to be worn at all times, even while swimming. You connect your tracker using a mobile application to track canine's activities and wellbeing. The tracker is used to check progress, such as food and water intake, activities, rest and location of your canines. Based on the owners log ins, the intuitive analytics can help canine owners make appropriate decisions that will lead to a proactive growth in the long run.

You can also make sharing easy with the app; you can promote your canine's health progress through your favorite social media sites, organize a play date with other users, and keep your vet Doctors in the know with the progress of your canines. Canine lovers will rejoice to the amazing functionality of the application that will help keep the relationship of pet owners and pets unified in positive growth.



**Sketches:**

# MARKET RESEARCH



## MARKET SIZE:

2.9%

ANNUAL  
GROWTH  
RATE

\$588.2

BILLION  
IN REVENUE



Pet owners who live with a partner, and older separated, divorced group believes pets are important member of their family

Vast majority of pet owners see a pet's primary role as companionship rather than functional and or practical

High Incidence of pet ownership is highest among Hispanics. Almost 4 in 5 Hispanics owns a pet

Baby Boomer dog owners are likely to see the importance of spending quality time with pets and maintaining emotional and physical health of their pets

## DOG OWNERS PER GENERATION























































